



Syllabus of Module

7. Strategic Thinking and Management

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Module Annotation

STRATEGIC THINKING

Strategic management is not possible without strategic thinking. The opposite is also impossible. If the student understands what is happening in the world, what is happening in sectors and disciplines, if he/she can find synergistic effects arising between events and the "permanent background" (climate, geopolitics, lifestyle of people, philosophy, religion), then he/she will be a successful entrepreneur or manager.

The teaching is focused on the awareness of mega trends, trends and weak signals of future trends. Finding synergistic effects between events. Because they interact with each other and make things better or worse. Events never seem isolated – they always interact with each other. Using examples of the past and the present, we will explain how to understand today and, in part, tomorrow.

STRATEGIC MANAGEMENT

Students will also become acquainted with the basic tools for creating strategic goals and strategies:

- PESTLE analysis
- Porter analysis

- VRIO analysis,
- SWOT analysis
- Sectoral and segmental analyses
- CRM – customer relations
- Target costing
- ABC analysis
- BSC, etc.

Module Objective

Provide students with a basic overview of the need for strategic thinking as a basic prerequisite for creating a vision, strategic goals and strategic plans.

Literature

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